

MARKETING COORDINATOR

DEFINITION

Under general supervision, to promote the use and support of City facilities, parks, attractions and programs; to develop and implement marketing strategies and promotional plans; design and develop public service announcements, brochures, flyers and other marketing tools; and to perform related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from Recreation Superintendent or his/her designee. May provide technical and functional supervision over clerical personnel or office support staff as assigned.

EXAMPLES OF ESSENTIAL FUNCTIONS – *Essential functions may include, but are not limited to, the following:*

Develop and implement a strategic marketing plan for the Community Services and Facilities Department to increase program effectiveness and revenues; develop methods to monitor and evaluate the effectiveness of the plan.

Design and develop Recreation Division activity guides; coordinate the preparation and distribution of Recreation Division press releases, public service announcements, brochures, advertising flyers and other professional marketing tools.

Develop, implement, and monitor marketing goals, objectives, policies, and priorities reflective of the community's needs and Community Services and Facilities Department's overall goals, policies, regulations and guidelines.

Coordinate public relations efforts for the Department; develop and update mailing lists, media catalogs, and sponsor lists; participate in presentations to schools, service clubs and community groups.

Develop customer surveys and recognition programs; work closely with the Recreation Supervisors regarding methods of improving service and increasing revenues.

Maintain ongoing records and files of newspaper articles, ads, promotional pieces, slides, videos and photographs of City facilities.

Contribute information and assist in the development of the Department web page.

Establish and maintain effective working relationships with managers and staff; determine and respond to customer needs; recommend new policies and programs in response to customer needs.

Develop and maintain a working knowledge of pricing, rates and trends for facilities and Recreation programs, services and facilities; analyze market changes and/or community development to determine new business opportunities.

Assist in the recruitment of sponsors, volunteers and participants for events.

Provide input to Recreation Division's annual budget by preparing resource, revenue, and expenditure projections for designated program areas; administer and monitor assigned budget monies; track and analyze revenues and expenditures on an ongoing basis, recommend budget adjustments as necessary..

Maximize and maintain positive customer relationships by routinely calling on customers; represent the City at a variety of meetings, including evening meetings.

Design and prepare information packets and coordinate program for high profile vendor list to increase sponsorship revenues for Division special events and programs.

Perform a variety of office duties including word processing, brochure development, and preparation of graphs and spreadsheets using computer hardware and software typically found in a modern office.

Purchase and oversee the purchase of a variety of supplies, materials, equipment, and expenditures for marketing activities; review and approve all requests of expenditures by assigned staff.

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QUALIFICATIONS

Knowledge of:

Principles, practices and theories of marketing and their application to the assigned program, services or facility.

Principles and practices of Parks and Recreation management principles, marketing and promotion techniques.

Effective communication and public relations techniques, advertising and promotion principles and practices.

Business letter writing and basic report preparation and presentation techniques; effective communication techniques in public presentations.

Statistical data gathering, research and analysis.

Modern office procedures, methods and computer hardware and software.

Ability to:

Effectively market, plan, organize, coordinate and evaluate assigned programs within a team environment.

Respond to requests and inquiries from the general public; elicit community and organizational support for assigned program and projects.

Exercise independent judgement and work with minimum supervision.

Read, comprehend, interpret and apply laws, ordinances, and policies.

Coordinate a variety of projects and programs simultaneously.

Prepare written reports and correspondence.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

EXPERIENCE AND TRAINING

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two years of increasingly responsible experience in marketing, promotions, public relations, or event coordination and booking.

Training:

Equivalent to completion of a Bachelors' Degree with major coursework in marketing, communication, public relations or a related field.

License or Certificate:

Possession of, or ability to obtain, a valid California driver's license.

TYPICAL WORKING CONDITIONS

Assigned work is normally performed in an office environment. Incumbents may be assigned to public relations activities that will require exposure to traffic and weather conditions. Incumbents may drive on surface streets for short periods of time.

TYPICAL PHYSICAL REQUIREMENTS

On an intermittent basis, sit at a desk for long periods of time; intermittently walk, stand, bend, squat, twist and reach while retrieving and/or returning files, plans, and other documents; perform simple grasping and fine manipulation; maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing, and operating assigned office and presentation equipment; use a telephone to communicate verbally and use a keyboard to communicate through written means, to review information and enter/retrieve data; see and read characters on computer screen; lift light weights; maintain mental capacity which allows for effective interaction and communication with others.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.